DORAL Strategic/Execution Plan
June - December, 1997

Pricing

- **Overall**

  - Execute the Ceiling Strategy as designed; monitor the budget.

  Timing: On-going

- **Periodic**

  what does this mean

  - Respond opportunistically to increased competitive activity during MAJOR PROMOTIONAL PERIODS, outlet by outlet emphasis. . . "tactic for tactic"

  Timing: May 26-July 7 and as needed.

- **Outlets**

  - Raise the "ceiling" in supermarkets to $3.00 in 7 key regions:

    - Pittsburgh
    - Cincinnati
    - Richmond
    - Winston-Salem
    - Seattle
    - Denver
    - Minneapolis

  Timing: July 7 -Dec. 31

Price Communication

- It is essential that DORAL's "Special Offer" discounted price is executed utilizing high visibility POS materials. It is also becoming essential that the consumer understands the savings they are receiving. Therefore, show DORAL's "Special Offer" Price and the discount amount the consumer saves:

  Timing: Immediate and On-going

  e.g.:
  - $13.09 (Special Offer Price)
  - You Save $ 2.00

  This should be illustrated even if a buydown is in place to ensure consumers recognize something is going on with DORAL.

  Special Offer starbursts and pasters are being redesigned to incorporate the needed space to execute this price communication. We will advise commodity numbers and availability shortly. Until then, continue to utilize your existing POS materials to execute price communication.

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Source: https://www.industrydocuments.ucsf.edu/docs/nzmy0000

Presence

1. Ensure placement of all new workplan POS materials. — Timing: June 30

2. Maximize execution efforts on DORAL's new 3-D display header during June-July. — Timing: 85% Completion Prior to August 1

3. Complete execution on 8 case wire promotional display in CTS outlets. — Timing: June-July 31

4. Maximize execution of 1997 PDI pieces. Emphasis should be on 1 to 2 high impact pieces inside the store and 1 to 2 high impact pieces outside the store. — Timing: August 1 and On-going

   To maximize impact, arrange/place PDI pieces in a central area versus spreading apart throughout the store, "DORAL Zone".

Promotion

CTS Outlets

- ❑ Execute CTS promotional programs and Special Pricing offers on the new 8 case wire display. This unit allows us to cut through the clutter and gain a point of difference. — Timing: June 1 and On-going

- ❑ During September in CTS outlets, we will replace our current planned continuity onsert promotion with a "Buy 1 Carton Get 5 Packs Free" promotion. — Timing: September

  Allocation: 150 offers per C-T-S
  Styles: FF100; Lights 100; LT MEN 100; Ultra 100
  Display: Utilize the 8 case wire display or high impact supplemental display.

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Source: https://www.industrydocuments.ucsf.edu/docs/nzmy0000

Supermarkets

- ❑ During July we are approving a 40¢ off 2 packs promotion in conjunction with your DORAL discount cards for Supermarkets that have an RJR Promotional Pack Platform. This promotion should be implemented as a normal pack promotion; therefore, an active trigger (GPC, Basic or Marlboro discounting) does not need to be present. — Timing: July

  NOTE: *In the 7 high priority supermarket regions, you should execute the above plan unless your carton discount amount is greater than $2.00. If it is, then the appropriate 2 pack discount amount should be used in conjunction with your 2 pack DORAL discount card.*

  Example: *If you are matching GPC cartons at $2.50, then your 2 pack discount card would be 50¢ off of 2 packs.*

Today AS information

- ❑ Beginning in September, we will discontinue our carton onserts in supermarkets. — Timing: September and December

  Our ability to secure temporary floor displays has been greatly reduced due to the non-self service issues in this class of trade; thus reducing the impact of our original strategy, gaining additional presence and creating a happening for DORAL.

  We will be replacing the onsert promotions with a planned $2.00 buydown in the last month of each quarter (September and December) in all supermarkets. These 2 months will be deemed as a national carton promotion for supermarkets; therefore, an active trigger (GPC, Basic or Marlboro discounting) does not need to be present. The only stipulation is that high visibility price communication must be achieved in the chain/ account.

  In addition, during these two periods, you should ensure that DORAL packs receive the appropriate buydown amount in addition to the cartons (e.g., $2.00 carton; and 20¢ pack; or 40¢/2 packs with DORAL discount cards).

  NOTE: *In the designated 7 high priority supermarket regions, you should follow the above guidelines unless an active trigger is present and you are matching at a higher value. If you are, then your packs should receive the appropriate buydown amount based on your carton buydown denomination.*
  (e.g., $2.50 carton; and 25¢ a pack or 50¢/2 packs with DORAL discount cards.)

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Source: https://www.industrydocuments.ucsf.edu/docs/nzmy0000

Other

1. **Box Styles CIV Distribution**

Focus efforts during June and July to maximize Box style distribution in pack outlets and C-T-S outlets. 70-80% CIV distribution objective.

Timing: August 1

2. **Personal Selling (3rd party implementation)**

Implement a heavy-up personal selling initiative in July and September in C-T-S/high volume outlets in the following regions:

Timing: July and September

- Cincinnati
- Florida
- Houston
- Detroit
- St. Louis
- Minneapolis
- Dallas
- Winston-Salem
- Atlanta
- Richmond
- Denver

3. **DORAL & Co.**

Heavy-up our direct mail activity via reach, increased values ($2.00 -vs- $1.00 against fringe smokers) and number of coupons per mailing.

Timing: August and October Mailings

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Source: https://www.industrydocuments.ucsf.edu/docs/nzmy0000

Top's & Finest, Vicks

Price Shopper

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